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ALPINE
EXECUTIVE SUMMARY

1995 OBJECTIVES

- Minimize Volume D
- Maintain Viability o

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BRAND POSITIONING

Alpine is an alterna
smokers because

1995 STRATEGIES

- Maintain current franchise through direct mail and FSIs.
- Target competitive smokers through FSIs in key markets.
- Spend in well developed Alpine geographies.
- Support image with FSIs and Direct.

Source: https://www.industrydocuments.ucsf.edu/docs/szby0004

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ALPINE
EXECUTIVE SUMMARY

1995 OBJECTIVES

- Minimize Volume Decline and Maintain Stable Share.
- Maintain Viability of Trademark.

BRAND POSITIONING

Alpine is an alternative for price sensitive menthol smokers because it provides "refreshing taste at a low price".

1995 STRATEGIES

- Maintain current franchise through direct mail and FSIs.
- Target competitive smokers through FSIs in key markets.
- Spend in well developed Alpine geographies.
- Support image with FSIs and Direct.

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